

NPC is a thematic and operationally-focused private equity firm that partners with primarily founder-owned companies that have reached a growth inflection point and are seeking their “Next Phase”

## The NexPhase Approach

### Specialization

Industry vertical teams bring true domain expertise

### Thematic

Target subsectors based on relevant investment themes and trends

### Operators

Operational enhancement via 16 industry and functional experts

### Value Creation

Systematic approach to creating market leaders

### Partner of Choice

Over 80% of investments entrepreneur-owned and operated at close

**100+ investments completed and \$2.6B capital raised and managed since inception**

## Investment Criteria

<b>Ownership</b>	Control
<b>Location</b>	North America
<b>EBITDA</b>	\$4MM to \$30MM
<b>Equity Investment</b>	\$40MM – \$150MM
<b>Financial Profile</b>	Asset-light, high growth

*Preference for entrepreneur-owned businesses*






## Transaction Opportunities:

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## Select Consumer Portfolio Companies

	<b>July 2022</b>	Direct-to-consumer marketer of clean and effective baby and family personal care products focused on sensitive skin conditions
	<b>March 2021</b>	Top 30 US winery focused on approachable, flavor-forward and low-ABV wines
	<b>June 2016; exited July 2025</b>	Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails
	<b>April 2019; exited September 2021</b>	Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint
	<b>May 2012; exited December 2016</b>	Provider of branded and licensed personal care products. #1 children's oral care brand, Firefly, and leading value brand, Dr. Fresh

## Focus Areas

### Consumer:

#### Beverage

- Beverage mixes & enhancers
- Craft spirits, flavored alcohol, hard cider & wine
- Low/no-alcohol alternatives
- Specialty & functional beverages

#### Personal & Home Care

- Cleaning & maintenance
- Functional beauty/personal care & consumer health
- Pain relief, recovery & active lifestyle solutions
- Relaxation & sleep aids
- Safety & accessibility solutions

#### Food

- Candy/BFY alternatives
- Food as medicine; allergen-free foods
- Indulgent treats & snacks
- Meal solutions
- Sauces, condiments & toppings

#### Other

- Baby/kid & senior-focused brands
- DTC/e-commerce brands with emerging/potential FDM distribution
- Leading regional brands

## Value Creation Expertise

- Brand development
- Distribution expansion and route-to-market strategy
- Organizational design, recruiting, succession planning and leadership development
- Product innovation
- Sales and marketing execution, including digital best practices
- Strategy development and performance management
- Supply chain cost savings and lean management

## Consumer Team

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<b>Doug Corbett</b> Operating Partner	<b>Bob Waldron</b> Executive Advisor
<ul style="list-style-type: none"> <li>■ President, InBev USA</li> <li>■ Procter &amp; gamble</li> <li>■ Pepsico</li> </ul>	<ul style="list-style-type: none"> <li>■ Cameron's coffee</li> <li>■ General mills</li> <li>■ Schwan foods</li> <li>■ Sun products</li> </ul>
<b>Micah Valine</b> Finance, accounting, supply chain and operations	<b>Michael Johnson</b> Digital Marketing
<ul style="list-style-type: none"> <li>■ SYSCO Food Services</li> <li>■ TreeHouse Food</li> </ul>	<ul style="list-style-type: none"> <li>■ CEO, Get Found First (Google Premier Partner)</li> </ul>